

ORDER



Orders
Order / Rev: 350888
Alt Order #: 06844730
Product Desc: JOE HECK
Estimate: 2622
Flight Dates: 08/23/12 - 09/03/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: HOUSE, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	19	\$7,500.00	\$6,375.00
08/27/12	09/02/12	36	\$15,000.00	\$12,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	19	\$7,500.00	\$6,375.00	0.00
September 2012	36	\$15,000.00	\$12,750.00	0.00
Totals	55	\$22,500.00	\$19,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	29%	\$22,500.00
Market	100%	\$77,586.21

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	42%	\$32,586.21
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	23%	\$17,844.83
KTUD	1%	\$775.86
KVMY	4%	\$3,103.45
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$775.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	08/23/12	08/23/12	M-F 6-7am Action News	CM	M-F 6-7a ---T---	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
6A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$400.00		0.00			
2	KTNV	08/28/12	08/30/12	M-F 6-7am Action News	CM	M-F 6-7a -T-T---	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
6A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$400.00		0.00			
3	KTNV	08/23/12	08/24/12	M-F 7-9a Good Morning America	CM	M-F 7-9a ---TF--	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$400.00		0.00			
4	KTNV	08/27/12	08/31/12	M-F 7-9a Good Morning America	CM	M-F 7-9a MTWTF--	:30	5	\$400.00	P-05	0.00	NM	5	\$2,000.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$400.00		0.00			
5	KTNV	08/24/12	08/24/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a ----F--	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$150.00		0.00			
E 6	KTNV	08/27/12	08/29/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a MTW----	:30	2	\$150.00	P-05	0.00	NM	2	\$300.00
MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-W----				2	\$150.00		0.00			
7	KTNV	08/23/12	08/23/12	M-F 10-11a The View	CM	M-F 10-11a ---T---	:30	1	\$450.00	P-05	0.00	NM	1	\$450.00
THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$450.00		0.00			
8	KTNV	08/27/12	08/29/12	M-F 10-11a The View	CM	M-F 10-11a MTW----	:30	3	\$450.00	P-05	0.00	NM	3	\$1,350.00
THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$450.00		0.00			
9	KTNV	08/23/12	08/23/12	M-F 11-12p Action News	CM	M-F 11-12p ---T--- (11:00 AM-12:00 PM)	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
11A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$300.00		0.00			
10	KTNV	08/27/12	08/30/12	M-F 11-12p Action News	CM	M-F 11-12p M-WT---	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
11A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-WT---				3	\$300.00		0.00			
11	KTNV	08/23/12	08/23/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P ---T---	:30	1	\$200.00	P-05	0.00	NM	1	\$200.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$200.00		0.00			
12	KTNV	08/27/12	08/30/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M-WT---	:30	3	\$200.00	P-05	0.00	NM	3	\$600.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-WT---				3	\$200.00		0.00			
13	KTNV	08/23/12	08/23/12		CM	M-F 330PM-4P ---T---	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00

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KTNV - Las Vegas

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330PM ACTION NEWS														
330pm Action News														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$250.00		0.00			
14	KTNV	08/23/12	08/23/12	M-F 5-5:30p	CM	M-F 5-5:30p	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
				Action News @ 5p	(5:00 PM-5:30 PM)									
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$350.00		0.00			
15	KTNV	08/27/12	08/30/12	M-F 5-5:30p	CM	M-F 5-5:30p	:30	4	\$350.00	P-05	0.00	NM	4	\$1,400.00
				Action News @ 5p										
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				4	\$350.00		0.00			
16	KTNV	08/23/12	08/23/12	M-F 6-7p	CM	M-F 6-7p	:30	1	\$500.00	P-05	0.00	NM	1	\$500.00
				Action News	(6:00 PM-6:30 PM)									
6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$500.00		0.00			
17	KTNV	08/23/12	08/23/12	M-F 7:30-8p	CM	M-F 730-8p	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
				Millionaire										
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$350.00		0.00			
18	KTNV	08/23/12	08/23/12	M-F 11-11:35p	CM	M-F 11-11:35p	:30	1	\$850.00	P-05	0.00	NM	1	\$850.00
				Action News										
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$850.00		0.00			
19	KTNV	08/27/12	08/31/12	M-F 11-11:35p	CM	M-F 11-11:35p	:30	5	\$850.00	P-05	0.00	NM	5	\$4,250.00
				Action News										
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$850.00		0.00			
20	KTNV	08/23/12	08/23/12	M-F 11:35-12:05a	CM	M-F 11:35-12:05a	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
				Nightline										
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$400.00		0.00			
21	KTNV	08/27/12	08/31/12	M-F 11:35-12:05a	CM	M-F 11:35-12:05a	:30	5	\$400.00	P-05	0.00	NM	5	\$2,000.00
				Nightline										
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$400.00		0.00			
22	KTNV	08/25/12	08/25/12	Sat 7a GMA	CM	Sat 7a-8a GMA	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
				Sat 7a-8a GMA										
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$350.00		0.00			
23	KTNV	09/01/12	09/01/12	Sat 7a GMA	CM	Sat 7a-8a GMA	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
				Sat 7a-8a GMA										
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$350.00		0.00			
24	KTNV	08/25/12	08/25/12	Sat 6-6:30p	CM	Sat-6-6:30p	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
				Action News										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$350.00		0.00			
25	KTNV	08/25/12	08/25/12		CM	Sat 11-11:35p	:30	1	\$750.00	P-05	0.00	NM	1	\$750.00

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				Sat 11-11:35 Action News										
11P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S-				1	\$750.00			0.00		
26	KTNV	08/26/12	08/26/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
6A NEWS SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S				1	\$350.00			0.00		
27	KTNV	09/02/12	09/02/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
6A NEWS SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-----S				1	\$350.00			0.00		
28	KTNV	08/26/12	08/26/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
8A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S				1	\$350.00			0.00		
29	KTNV	09/02/12	09/02/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
8A NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-----S				1	\$350.00			0.00		
30	KTNV	08/26/12	08/26/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM) -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S				1	\$350.00			0.00		
31	KTNV	09/02/12	09/02/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM) -----S	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-----S				1	\$350.00			0.00		
												Totals	55	\$22,500.00